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ROLAND INTRODUCES HPi-50e DIGITAL PIANO *Compact Upright with Leading Piano and Education Features*

Los Angeles, CA, January 15, 2014 — Roland is proud to announce the HPi-50e Digital Piano, an attractive home instrument that brings piano enjoyment to the entire family. Equipped with Roland's best piano technologies and interactive DigiScore education features, the HPi-50e makes learning and playing fun for all ages.

Featuring Roland's advanced SuperNATURAL® Piano technology, the HPi-50e provides the rich, complex sound of an authentic acoustic grand for a premium piano experience. Recent enhancements include a new upright instrument tone, a Dynamic Harmonic function for fortissimo playing, and Individual Note Voicing to customize the piano's sound to suit the user's playing style or home environment.

Roland's new flagship PHA-4 Concert Keyboard with Escapement and Ebony/Ivory Feel is outfitted with the latest touch-detection technology, high-resolution sensing, and more, providing a superior touch for developing piano skills correctly. Additionally, the hammer-action mechanism in the PHA-4 produces less audible noise than previous designs, a welcome feature for not disturbing others while practicing with headphones.

Thanks to Roland's innovative Acoustic Projection audio system, the HPi-50e delivers an immersive, multi-dimensional sound experience that recreates the authentic sound space of an acoustic grand piano with extraordinary accuracy. During private practice sessions, users can enjoy Headphones 3D Ambience, a unique new effect that makes it feel as though the sound is emanating from the instrument itself.

Roland's renowned DigiScore features make learning the piano fun for all family members. Digital sheet music is displayed on the large color LCD built into the music rest, and 32nd notes and up to 48 measures of music can be displayed at once. With Auto Sync, the onscreen notation perfectly follows the user's performance as they play, with digital pages turned in sync as well.

DigiScore provides many notation-based exercises and music games that make sharpening piano skills challenging and enjoyable for children and adults alike. Other education features include a graphical metronome, onscreen keyboard, and a Finger Training program that allows users to visually check playing dynamics.

Enhancing the learning experience is the HPi-50e's large onboard song library, which offers nearly 400 songs including popular études such as Czerny 100 and Hanon, plus many classical masterpieces and popular songs. The built-in 16-track recorder is great

for building compositional skills, and also helps educators develop customized lesson materials for their students.

With the convenient Volume Limit function, parents can preset a maximum volume so their kids don't play loud sounds unexpectedly. In addition, the headphones volume can be set independently from the main volume, and two jack types are provided to support a variety of headphones. The adjustable music rest makes it easy to set the ideal angle for all users, from small children to adults.

The HPi-50e features a space-saving upright design with a wood cabinet and handsome Simulated Rosewood finish, providing a compact footprint and attractive look that blends nicely with any home environment.

For more information, visit www.RolandConnect.com.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit www.RolandUS.com or see your local Roland dealer.

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